



CULTURE

TEL 206.296.7580

V/TTY 206.296.8574

FAX 206.296.8629

101 PREFONTAINE PL S
SEATTLE WA 98104

WWW.4CULTURE.ORG

Heritage Sustained Support 2011 Guidelines and Process

Who Can Apply

King County-based nonprofit and governmental cultural organizations with facilities that provide certain heritage services to the public

Eligible Applicants Include:

- Federally-recognized 501(c)(3) historical museums and heritage organizations, preservation and development authorities

Tier II (Threshold) Eligibility Criteria

Qualifying organizations must:

- Have a minimum of two [2] years experience operating a public facility, managing collections, and/or presenting exhibits and programs with a focus on King County heritage to the citizens of King County
- Be financially accountable, as reflected in actual and projected budgets or other financial management or accounting procedures, including compilations, reviews or audits.

Tier I Eligibility Criteria

Qualifying organizations must:

- Meet Tier II (Threshold) eligibility criteria
- Have a current strategic plan adopted by the organization's governing board
- Meet a minimum budget size (to be set by the peer review panel).

Only one application is allowed per funding cycle to Heritage Sustained Support or Arts Sustained Support. Organizations cannot apply to both programs.

What Gets Funded

Operations

Applicants apply based on the organization's overall annual accomplishments, not individual projects or programs

Heritage Sustained Support funding may be used for:

- **Annual operating expenses** relating to heritage programs and services which are accessible to King County residents and visitors, and provide public benefit (see definition of public benefit under Obligations of Award Recipients)
- Staff salaries, utilities, supplies, fees or services

Heritage Sustained Support funding may not be used for:

- Capital construction projects, or for purchase of equipment
- Fundraising expenses

When

Late 2012

How

Competitive selection process and review criteria

The Review Process

Recommendations for funding awards will be made by a review panel composed of professionals from the field, community representatives and members of the 4Culture Heritage Advisory Committee. The panel's recommendations will be forwarded to the 4Culture Board for final approval.

The following review criteria will be used in the panel review process to determine support, if any, above baseline levels in each of the two tiers of funding:

Professional Qualifications & Standards

- Professional staff with background and training in a field related to the organization's core mission
- Professional standards adopted by the governing board of the organization, including adopted policies and procedures relating to collection and resource management, conservation, historic preservation, archives, or operations
- Accreditations or certifications received from professional associations or other agencies, including the organization's participation in the AASLH Standards and Excellence Program for History Organizations (StEPs), Museum Assessment Program (MAP), and/or the Conservation Assessment Program (CAP)

Quality & Diversity of Programs

- Quality of existing programming, and proposed programming, and the relationship of the programming to the mission and goals of the organization. The panel will review onsite evaluations as part of their process (see box below)
- Diversity or range of programs available to the public

Public Benefit / Audiences Served / Accessibility

- Accessibility of services, including open hours of facilities
- Primary service areas
- Community outreach, including efforts to expand and/or diversify visitors, membership, staff, and/or leadership
- Numbers of citizens served by programs

Heritage Priorities

- Organization's contribution to the preservation, conservation or interpretation of resources relating to King County history and heritage
- Organization's focus on resources that represent neglected aspects of King County heritage including those defined by theme, ethnicity or geography

Budget

- The measure of community support for an organization and/or the organization's commitment or contribution to public service as reflected in its budget, including in-kind contributions from volunteers, the community, and partnering governments
- The proportion or percentage of the applicant's budget actually devoted to King County history and heritage purposes

On-Site Review Program

In addition to reviewing the application completed by each organization, 4Culture staff administers an Onsite Evaluation program, in order to acquire detailed, qualitative assessments regarding the quality and community impact of programming offered by organizations applying for Sustained Support.

A group of evaluators composed of community representatives and outside professionals from the field attend events and programs offered by applicant organizations, and provide written reports based on the Sustained Support program's review criteria.

Participation in the Onsite Evaluation program provides valuable additional information to panelists in reviewing Sustained Support applications. **New applicants should contact 4Culture staff right away to set up an onsite visit, if possible.**

Questions about eligibility? Contact [Eric Taylor](#) at 206 296.8688.

Funding from 4Culture programs is awarded on a competitive basis. The following opportunities are available to help applicants prepare applications:

- Schedule an appointment with staff to discuss your organization and application.
- Applications from previous years are available for review at the 4Culture offices.
- A sample application from the online system is available [here](#), for reference purposes only.

If you do not have the Adobe Acrobat software required to view this document, you can download a free [Adobe® Acrobat viewer](#).

Requirements and appeals

Learn about the legal requirements of award recipients, and about the process for appeal of a 4Culture award [here](#).

Public Benefit Requirement

4Culture contracts with all recipients of Heritage Sustained Support funds to provide one or more types of "public benefit" for the funds received.

Heritage Sustained Support program funds provide general operating support for organizations managing heritage facilities that provide public benefits. Funds can be used to offset the expenses and costs of heritage facility operations, including those for staff, utilities, supplies, fees or services. **Public benefits** provided by organizations may include, but are not limited to:

- **Free admissions, open hours or public access** to heritage resources, programs or facilities
- **Free or discounted rental or use of facilities** by public agencies or nonprofit cultural organizations conducting public benefit activities
- **Educational services** for public schools and students
- **Services to governmental agencies** including city councils, parks or planning departments
- **Free distribution of resources** including publications, audio and video recordings, electronic files and documents provided to libraries, museums, websites and tourist agencies
- **Creation of publicly accessible research information or files** including documents, oral and video recordings and electronic files
- **Augmentation of existing public service grant projects** including those funded by 4Culture or other public agencies
- **Development of professional practices and adoption of standards** that improve public access to resources, provide technical assistance or training opportunities in best practices or that enhance management and protection of resources held in the public trust.
- **Audience development, diversification of services and enhancement of public accessibility** through ADA improvements, services to underserved populations, community outreach efforts or new exhibits, publications or programs
- **Management of collections or protection of resources relating to King County history and heritage** including care of museum and archival collections or protection of landmarked properties and built environment resources

Questions about uses of funds or public benefit? Contact [Eric Taylor](#) at 206 296.8688.

Ready to Apply

How to submit your application

STEP 1 - Read all of the above sections

STEP 2 - Prepare your information

You will be asked to submit your application using an online form. In this section, you will find information on how to prepare your application and submit support materials.

At the end of this section, a link will be provided to the Online Application.

Narrative Section Guide

In the online application, you will be asked four narrative questions. Review the following guide to each narrative question for additional help with your application.

How do you define your community? (Consider audiences, content producers, and supporters/volunteers.)

Reference visitation numbers, underserved populations, ethnic diversity of audience, staff and volunteers. Describe the geographic reach of your organization. Address how your organization's mission drives decisions about core operations.

What have been your organization's most significant programmatic accomplishments in the last two years?

Describe significant new or continuing programs and their impact in advancing your organization's mission, improving outreach, and building your organization's audience.

What have been your organization's most significant administrative accomplishments in the last two years?

Identify professional development among staff or volunteers; advancements in governance and/or financial systems; and achievement of best practices goals.

What do you hope to accomplish in the next two years and what are your challenges?

Outline short-term goals and how they fit to your organization's long-range planning. Discuss how goals will be achieved despite limited funds, staffing, or other challenges.

Support Materials (Required)

You are **required** to submit the following during the "upload" step of the online application, unless otherwise noted:

Organizational Operating Budget (Required Upload)

Download the three year operating budget form provided below. Enter your estimated operation costs in the Expenses section. Enter your sources of income in the Income section.

[2010 Annotated Application Preview](#)

Adobe® Acrobat is required. [Download](#) a free version.

Board List (Required Upload)

Submit a list of your organization's board members and their affiliations in the preferred file format of PDF or Word.

Event List (Required Upload)

Submit a list of your organization's events, programs, and/or primary activities for the most recently completed year. Please limit the list to one page in the preferred file format of PDF or Word.

Note: The online application system will not allow uploads of individual's files larger than 2MB.

Handy tips for success

- Paint the clearest picture possible of what your organization is, what it does and why this funding will help achieve your organization's mission
- Assume that the panel knows nothing about your organization's work
- Don't count on your support materials to explain your organization. Include all pertinent information in the application itself
- Double-check the numbers. Make sure the figures in your operating budget total correctly.

STEP 3 - Begin your online application

Note: Once you have started the process of applying online, you can hit "save" after completing the required fields in each section, log out, and your application will remain saved as a draft. You can then return to your application any time before the deadline to continue working or to make changes by logging in with the username and password you created. Once you hit "submit," you will still be able to see your application, but you will not be able to make any more changes

For technical questions about the online application system, contact staff member [Brandi Link](#) at 206 296.8707.

This funding opportunity is currently closed. We will reopen the application for this opportunity at least 6 weeks before the next deadline.